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Message Text

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---------- 106881
R 031821Z APR 75
FM SECSTATE WASHDC
TO AMEMBASSY TAIPEI

UNCLAS STATE 075212

E.0. 11652 N/A
TAGS: BEX, TW
SUBJECT: OIM MARKET RESEARCH-0ID REQUEST INSTRUCTION:
---- INDUSTRIAL & COMMERCIAL SECURITY & SAFETY EQUIP.

REF: A. TAIPEI 1145
--- B. STATE 046226
--- C. STATE A-891, 2/27/72
--- D. STATE A-1716, 2/18/72
--- E. STATE A-11780, 12/5/72

1. THE OFFICE OF INTERNATIONAL MARKETING, BUREAU OF INTERNATIONAL COMMERCE, HAS COMPLETED PRELIMINARY ANALYSIS OF THE INDUSTRIAL & COMMERCIAL SECURITY & SAFETY EQUIPMENT THEME. THE RESULTS OF TIS ANALYSIS INDICATE INTEREST ON THE PART OF U.S. INDUSTRY IN THE PROMOTION OF EXPORTS TO TAIWAN. ACCORDINGLY, OIM PROPOSES TO CONTRACT FOR MARKET RESEARCH. IF THE RESEARCH STUDY REVEALS THE EXISTENCE OF A SUBSTANTIAL MARKET FOR U.S. EXPORTS OIM WILL CONSIDER A TRADE PROMOTION EVENT IN TAIPEI FEATURING THE PRODUCTS INCLUDED IN THE THEME.

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2. THE EMBASSY'S SUBMISSION OF ADDITIONAL INFORMATION (REF. A) AND COMMERCE DESK STUDIES SUGGEST THAT THE

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FOLLOWING ITEMS WOULD BE SUITABLE FOR INCLUSION IN THE
INDUSTRIAL AND COMMERCIAL SECURITY AND SAFETY EQUIPMENT
THEME FOR THE PROPOSED PROMOTIONAL EVENT: THE PRODUCTS

-
AND THEIR SIC NUMBERS ARE:

--A. SECURITY EQUIPMENT

--- DOOR CONTROLS 3429441
--- SAFES AND VAULTS 3499115,3499121
--- BANK SECURITY EQUIPMENT 3499118
--- CLOSED CIRCUIT TELEVISION SYSTEMS 3662241
--- ELECTRONIC ALARM SYSTEMS 3662343
--- SURVEILLANCE CAMERAS 38611, 38613

--B. SAFETY EQUIPMENT

--- EYE & FACE PROTECTION DEVICES 3842331
--- RESPIRATORY PROTECTION EQUIP. 3842311
--- PROTECTIVE CLOTHING, EXCEPT SHOES 3842351
--- OTHER PERSONAL SAFETY DEVICES 3842371
--- RESPIRATORS 3842165
--- EMERGENCY EXIT DEVICES 3429425
--- CHEMICAL FIRE EXTINGUISHING
--- EQUIPMENT 39991

--- NONELECTRIC FIRE ALARMS 38293
--- ELECTRIC FIRE ALARMS 3662347
--- ELECTRIC TRAFFIC SIGNALS 3662

3.THIS LISTING OF PRODUCTS, ESPECIALLY IN THE SAFETY
EQUIPMENT CATEGORY, IS NOT INTENDED TO BE INCLUSIVE.
COMMERCE WOULD WELCOME SUGGESTIONS AS TO ADDITIONS OR
DELETIONS AS THE MARKET RESEARCH STUDY IDENTIFIES SALES
PROSPECTS OR THE LACK THEREOF FOR THE VARIOUS PRODUCTS.

4. THE EMBASSY'S COMMENTS AND OUR INITIAL CONTACTS WITH
INDUSTRY HAVE SUGGESTED THE FOLLOWING SPECIAL POINTS OF
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INQUIRY FOR THE RESEARCHER:

--A. THE MARKET FOR IMPORTED SAFETY EQUIPMENT APPEARS TO
--- BE SPOTTY, WITH LOCAL PRODUCTION AND DIFFERING
--- STANDARDS FROM U.S. REQUIREMENTS LIMITING SALES
--- IN SPECIFIC AREAS. THE RESEARCHER IS REQUIRED TO
--- IDENTIFY PRODUCTS WHICH CANNOT BE IMPORTED BECAUSE
--- OF LOCAL PRODUCTION, PRODUCTS WHICH MAY BE SUITABLE
--- FOR JOINT VENTURE PRODUCTION, PRODUCTS, WHICH, FOR
--- REASONS OF LOCAL CUSTOM OR OTHER IMPEDIMENT ARE

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--- NOT WIDELY USED AND, MOST IMPORTANTLY, THE PRODUCTS
--- WHICH APPEAR TO HAVE THE GREATEST MARKET POTENTIAL
--- FOR DIRECT SALES.

--B. REF. A. INDICATES THAT GOVERNMENTAL OCCUPATIONAL
--- SAFETY REGULATIONS WILL REQUIRE ADDITIONAL IMPORTS
--- OF SAFETY EQUIPMENT AS THE REGULATIONS BECOME FULLY
--- OPERATIVE. THE RESEARCHER IS REQUIRED TO REVIEW,
--- BRIEFLY, THE SUBSTANCE OF THESE REGULATIONS AND
--- PROJECT THE REQUIREDMARKETSTATISTICS WITH THESE
--- REGULATIONS IN MIND.

--C. THE IMPORTANCE OF LOCATING THE PROPER END-USERS
--- FOR BOTH SECURITY AND SAFETY PRODUCTS CANNOT BE
--- OVEREMPHASIZED AS THE END-USER UNIVERSE APPEARS TO
--- INCLUDE SUCH A VARIETY OF BUSINESSES AND GOVERNMEN-
--- TAL ORGANIZATIONS. THE RESEARCHER IS REQUESTED TO
--- INCLUDE A SECTION IN THE COMPLETED STUDY ON THE
--- NATURE OF THE VARIOUS END-USER SECTORS WHICH HAVE
--- BEEN IDENTIFIED BY THE STUDY AND TO COMMENT UPON
--- THE MOST EFFECTIVE MEANS OF SELLING TO EACH SECTOR,
--- I.E., DIRECTLY FROM THE U.S. OR THROUGH GOVERNMEN-
--- TAL OR PRIVATE PURCHASING OFFICES IN THE U.S., BY
--- RESPONSE TO TENDERS, BY USE OF AGENTS OR DISTRIBU-
--- TORS, ETC. THIS INFORMATION WILL BE OF GREAT VALUE
--- TO COMMERCE IN PROCUREMENT OF THE EVENT.

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5. THE EMBASSY IS REQUESTED TO SOLICIT BIDS FROM QUALIFI-
ED MARKET RESEARCH CONSULTANTS AND CABLE THE RESULTS
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THEREOF TO COMMERCE IN ACCORDANCE WITH SECTION 2(A) OF
A-1716.

6. WHERE CONTACTS ARE TO BE EXECUTED IN LOCAL CURRENCY,
THE SOLICITATION FOR BIDS SHOULD SO INFORM PROSPECTIVE
BIDDERS AND REQUEST THAT PRICE PROPOSALS BE SUBMITTED IN
THE LOCAL CURRENCY AND CURRENT DOLLAR EQUIVALENT.

7. THE TELEGRAPHIC SUMMARY OF BIDS SHOULD CITE:

--A. BOTH THE LOCAL CURRENCY ("CONTRACT") PRICE AND THE
--- DOLLAR EQUIVALENT AT THE EXCHANGE RATE THE EMBASSY
--- PROPOSES BE USE FOR ISSUANCE OF A DOLLAR BUDGET

--- AUTHORIZATION.

--- B. THE NUMBER OF INTERVIEWS EACH BIDDER PROPOSES TO
--- CONDUCT.

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--- C. THE TECHNICAL QUALIFICATIONS/EXPERIENCE OF THE
--- BIDDERS FOR UNDERTAKING THE STUDY, AND

--- D. THE EMBASSY RECOMMENDATION FOR AWARD OF THE CON-
--- TRACT.
8. CONTRACT SUPERVISION, EVALUATION, AND TRANSMITTAL OF
--- THE COMPLETED STUDY SHOULD BE ACCOMPLISHED ACCORDING
--- TO SECTIONS 2(B) AND 2(C) OF A-1716; PAYMENT IS TO
--- BE EFFECTED IN ACCORDANCE WITH A-891.

9. IN CONNECTION WITH THIS STUDY, THE PROVISIONS OF
--- SECTION H OF A-11780 ARE MODIFIED AS FOLLOWS:

--- (A) THE RESEARCH CONTRACTOR IS TO PREPARE ALL RELATED
--- TRADE LISTS, INCLUDING THE LIST OF PRINCIPAL
--- POTENTIAL AGENTS AND DISTRIBUTORS, AND (B) THE
--- EMBASSY NEED NOT PREPARE WTD REPORTS AGAINST
--- ENTRIES APPEARING IN ANY CONTRACTOR COMPILED
--- TRADE LISTS.

10. IN THE COURSE OF RESEARCH SUPERVISION AND EVALUATION,
--- THE POST IS REQUESTED TO:
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--- (A) EXTEND, IN ACCORDANCE WITH SECTION H (2) (C) OF
--- A-11780, APPROPRIATE ASSISTANCE TO THE CONTRACTOR
--- TO FACILITATE THE LATTER'S TASK IN COMPILING
--- THE REQUIRED TRADE LISTS AND IN REVIEWING THEM
--- FOR SUFFICIENCY, ACCURACY AND CORRESPONDENCE TO
--- SPECIFICATIONS BEFORE THEIR INCLUSION IN THE
--- FINAL REPORT FORWARDED TO COMMERCE (EVALUATION
--- AIRGRAMS SHOULD VERIFY THAT THE TRADE LISTS
--- HAVE BEEN REVIEWED BY THE POST).

--- (B) ACCORD PARTICULAR ATTENTION TO THE SECTION OF
--- THE STUDY DEALING WITH PRODUCTS IDENTIFIED AS
--- HAVING THE BEST SALES POTENTIAL OVER THE NEXT
--- FEW YEARS.

--- (C) EXPEDITE PREPARATION AND TRANSMITTAL OF THE

--- EVALUATION AIRGRAM TO INSURE TIMELY ARRIVAL IN
--- OIM.

11. PROVISIONAL DEADLINES ARE:

--- (A) RECEIPT OF TELEGRAPHIC BIDS AT USDOC: APRIL
--- 14, 1975

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--- (B) AWARD OF CONTRACT: APRIL 18, 1975
--- (C) RECEIPT OF COMPLETED STUDY: JULY 1, 1975 INGERSOLL

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TAGS: BEXP, TW
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